

**DBM/scan® SEED/track Status by Brand Database Seeded In (With Mailing Strategy)**

|  | <u>Total Seeded</u> | <u>Got Mail</u> | <u>Mailings in 1996</u> |
|--|---------------------|-----------------|-------------------------|
|--|---------------------|-----------------|-------------------------|

**Primary**

|                      |            |           |            |
|----------------------|------------|-----------|------------|
| Camel                | 42         | 21        | 30         |
| Defensive            | 17         | 10        | 9          |
| Offensive            | 25         | 11        | 21         |
| Doral                | 37         | 14        | 42         |
| Defensive            | 15         | 5         | 15         |
| Offensive            | 22         | 9         | 27         |
| Salem                | 30         | 11        | 19         |
| Defensive            | 15         | 4         | 10         |
| Offensive            | 15         | 7         | 9          |
| Winston              | 39         | 17        | 23         |
| Defensive            | 15         | 6         | 6          |
| Offensive            | 24         | 11        | 17         |
| <b>Total Primary</b> | <b>148</b> | <b>63</b> | <b>114</b> |

**Secondary**

|           |    |   |   |
|-----------|----|---|---|
| GPC       | 18 | 4 | 6 |
| Defensive | 8  | 0 | 0 |
| Offensive | 10 | 4 | 6 |
| Kool      | 14 | 5 | 7 |
| Defensive | 8  | 2 | 3 |
| Offensive | 6  | 3 | 4 |
| Misty     | 13 | 5 | 5 |
| Defensive | 6  | 1 | 1 |
| Offensive | 7  | 4 | 4 |
| Newport   | 11 | 2 | 2 |
| Defensive | 4  |   |   |
| Offensive | 7  | 2 | 2 |

**2072843459**

**DBM/scan® SEED/track Status by Brand Database Seeded In (With Mailing Strategy)**

|                        | <u>Total Seeded</u> | <u>Got Mail</u> | <u>Mailings<br/>in 1996</u> |
|------------------------|---------------------|-----------------|-----------------------------|
| <b>Total Secondary</b> | <b>56</b>           | <b>16</b>       | <b>20</b>                   |

**Tertiary**

|                       |           |           |           |
|-----------------------|-----------|-----------|-----------|
| Capri                 | 9         | 5         | 11        |
| Defensive             | 4         | 2         | 2         |
| Offensive             | 5         | 3         | 9         |
| Moonlight             | 5         | 2         | 3         |
| Defensive             | 2         | 1         | 2         |
| Offensive             | 3         | 1         | 1         |
| Now                   | 7         | 1         | 5         |
| Defensive             | 3         |           |           |
| Offensive             | 4         | 1         | 5         |
| Vantage               | 10        | 4         | 10        |
| Defensive             | 3         | 1         | 7         |
| Offensive             | 7         | 3         | 3         |
| <b>Total Tertiary</b> | <b>31</b> | <b>12</b> | <b>29</b> |

**Other**

|           |   |   |    |
|-----------|---|---|----|
| Basic     | 2 | 2 | 2  |
| Defensive | 1 | 1 | 1  |
| Offensive | 1 | 1 | 1  |
| Belair    | 1 | 1 | 1  |
| Defensive | 1 | 1 | 1  |
| Eclipse   | 1 | 0 | 0  |
| Offensive | 1 | 0 | 0  |
| Marlboro  | 7 | 6 | 10 |
| Defensive | 6 | 5 | 6  |
| Offensive | 1 | 1 | 4  |

**DBM/scan® SEED/track Status by Brand Database Seeded In (With Mailing Strategy)**

|                    | <u>Total Seeded</u> | <u>Got Mail</u> | <u>Mailings<br/>in 1996</u> |
|--------------------|---------------------|-----------------|-----------------------------|
| <b>Total Other</b> | <b>11</b>           | <b>9</b>        | <b>13</b>                   |
| <b>Totals</b>      | <b>246</b>          | <b>100</b>      | <b>176</b>                  |

**2072843461**